

CAMBRIDGE 1993 SECOND REVISED
(\$ IN THOUSANDS)

<u>PROMOTION</u>	<u>RETAIL</u>			<u>MEDIA</u>	<u>DIRECT</u>	<u>TOTAL</u>
	<u>PRICE</u>	<u>PRODUCT</u>	<u>INCENTIVE</u>			
MARCH PACK		3,701.0				3,701.0
MAY PACK		3,750.0				3,750.0
JULY PACK		3,166.0				3,166.0
4TH QTR PACK			5,100.0			5,100.0
SECTION PROGRAMS		750.0				750.0
MEGA VOLUME		2,600.0				2,600.0
OCTOBER CTN (TRIMESTER 2)			6,176.0			6,176.0
CPN ALLOCATION	118,712.0					118,712.0
5 NATIONAL FSTS				14,440.0		14,440.0
DIRECT MAIL (INCLUDES ADDITIONAL 1.6 MILLION)					6,700.0	6,700.0
TOTAL PROMOTED DOLLARS	118,712.0	13,967.0	11,276.0	14,440.0	6,700.0	165,095.0
PERCENT OF TOTAL BUDGET	61.3%	7.2%	5.8%	7.5%	3.5%	85.2%
					MEDIA	5,400.0
					2 CTN PROMOS	8,195.0
					POS/ARTWORK	3,500.0
					SALES FORCE	7,600.0
					FLOOR DISPLAYS	2,400.0
					BRAND X	1,600.0
					TOTAL	193,790.0

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CAMBRIDGE 1993 SECOND REVISED
(UNITS IN MILLIONS)

PROMOTION	RETAIL			MEDIA	DIRECT	TOTAL
	PRICE	PRODUCT	INCENTIVE			
MARCH PACK		116.2				116.2
MAY PACK		116.2				116.2
JULY PACK		116.2				116.2
4TH QTR PACK			116.2			116.2
SECTION PROGRAMS		28.0				28.0
MEGA VOLUME		180.0				180.0
OCTOBER CTN (TRIMESTER 2)			200.0			200.0
CPN ALLOCATION	5,261.2					5,261.2
5 NATIONAL FSIS				306.7		306.7
DIRECT MAIL					28.8	28.8
TOTAL PROMOTED UNITS	5,261.2	556.6	316.2	306.7	28.8	6,469.5
PERCENT PROMOTED	54.3%	5.7%	3.3%	3.2%	0.3%	66.8%

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